

Hispanic Connection Database

DATACARD DESCRIPTION

'HISPANIC CONNECTION' DELIVERS MARKETERS ACCESS TO THE FASTEST GROWING DEMOGRAPHIC GROUP IN AMERICA. AS THE UNITED STATES BECOMES MORE DIVERSE, THIS SEGMENT RETAINS IMMENSE PRIDE IN THEIR CULTURAL HERITAGE AND MAINTAINS A STRONG SENSE OF COMMUNITY. HISPANIC-AMERICANS ARE KNOWN FOR DEDICATED BRAND LOYALTY AND ARE INCLUDED TO PURCHASE BRANDS AND PRODUCTS THAT CATER TO THEIR DEMOGRAPHIC. BY CHOOSING COUNTRY OF ORIGIN, SPOKEN LANGUAGE, LIFESTYLE/INTERESTS OR OTHER SELECTIONS, YOU CAN FURTHER IDENTIFY YOUR TARGET MARKET. AN EXCELLENT RESOURCE FOR A VARIETY OF OFFERS INCLUDING CREDIT CARDS, INSURANCE, MAIL ORDER CATALOGS, TRAVEL, AUTOMOTIVE, FINANCIAL SERVICES, AND, OF COURSE, ANY CAMPAIGN DEALING WITH ETHNIC ALL ORIENTED PRODUCTS OR SERVICES.

50% male, 50% female.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000	UPDATED	Jul 27, 2010
Counts Thru: Jul 2010	DATE VERIFIED	Jul 27, 2010
Selections	Counts	Price per/M
Total universe	12,393,684	\$70.00
Affluent	2,231,105	+15.00
Brazil	54,908	+15.00
Colombia	66,249	+15.00
Costa Rica	4,610	+15.00
Cuba	658,288	+15.00
Dominican Republic	18,899	+15.00
Ecuador	19,121	+15.00
EL Salvador	15,740	+15.00
Guatemala	14,232	+15.00
Honduras	11,866	+15.00
Mexico	9,263,802	+15.00
Peru	7,928	+15.00
Puerto Rico	1,995,653	+15.00
Spain	37,383	+15.00
Net name arrangement (minimum 25,000), 85% plus 10.00/M running charges.		

OTHER SELECTIONS

Selections	Rate	Per
Education	\$15.00	M
Age	\$7.00	M
Age Of Children	\$15.00	M
Credit Card	\$15.00	M
Donor	\$15.00	M
Ethnicity	\$15.00	M
Gender/Sex	\$10.00	M
Geo Select	\$5.00	M
Home Owner	\$15.00	M
House Value	\$15.00	M
Income Select	\$7.00	M
Investors	\$15.00	M
Lifestyle Select	\$15.00	M
Marital Status	\$10.00	M
Net Worth	\$25.00	M
Occupation	\$15.00	M
Presence Of Children	\$10.00	M
Spoken Language	\$15.00	M

Key Coding \$3.00 M

LIST SOURCE

Controlled Circ **Note**
Multi-sourced

METHOD OF ADDRESSING

Available Media	Rate	Per
Pressure Sensitive Labels	\$15.00	M
E-mail	\$50.00	
Cartridge	\$50.00	
CD-ROM	\$50.00	
FTP	\$50.00	

UPDATE SCHEDULE

Monthly

COMMISSION, CREDIT POLICY

15% commission to agencies. 30% commission to brokers.

RESTRICTIONS

Telemarketing is allowed. Exchange is not allowed; net name is allowed; reuse is allowed.

LIST MANAGER/OWNER

Datamatrix Lists List Manager

List Manager Key Contact Name
732-940-1500 Key Contact Phone
732-940-1501 Key Contact Fax
sales@datamatrixlists.com Key Contact Email

MID 891458 000